

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		MBA				Branch/Spec.		Tech MBA (MBA Technology Management)	
Semester		III				Version		2.0.0.0	
Effective from Academic Year			2025-26			Effective for the Batch admitted in			January 2025
Course Code		IIIA08ARP		Course Name		Action Research Project			
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory		100	100
Hours	4	0	0		60	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Formulate a complex, real-world business problem within a technology context and design a structured research plan to address it effectively.								
CO2	Integrate primary and secondary research findings to generate deep, actionable insights into the root causes of the identified organizational or market challenge.								
CO3	Develop and justify innovative, strategic recommendations that are financially viable, operationally feasible, and aligned with the sponsoring organization's goals.								
CO4	Communicate the research process, findings, and strategic plan persuasively to a senior management audience through a comprehensive written report and a professional oral presentation.								
Theory Syllabus									
Unit	Content								Hrs.
1	Problem Formulation and Strategic Diagnosis, Identifying and scoping a relevant business problem with a corporate sponsor, Stakeholder analysis and mapping to understand organizational context, Crafting a compelling research proposal and project charter, Conducting thorough literature reviews and competitive industry analysis, Utilizing strategic frameworks for situational diagnosis (e.g., SWOT, PESTLE, Porter's Five Forces), Designing primary research instruments (interview guides, survey questionnaires, observation checklists), Techniques for conducting effective executive and customer interviews, Principles of qualitative data gathering, Project management for research projects (setting milestones, timelines, and deliverables), Navigating ethical considerations and managing confidentiality in a corporate setting								30
2	Solution Development and Strategic Implementation, Synthesizing and interpreting qualitative and quantitative data, Identifying key themes and performing root cause analysis (The 5 Whys, Fishbone Diagrams), Ideation and brainstorming frameworks for generating innovative solutions, Evaluating strategic alternatives using decision matrices (assessing feasibility, impact, and risk), Building a robust business case and conducting a cost-benefit analysis, Developing a high-level strategic implementation roadmap with key phases and success metrics, Risk assessment and creating mitigation plans for proposed solutions, Crafting a professional, C-suite level business report, The art of data storytelling and creating persuasive executive presentations, Defending recommendations and managing the Q&A process with senior leaders								30
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Practical, assignments and tutorials are based on above syllabus.									
Text Books									
1	The Craft of Research by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams (A foundational guide to structuring any research project).								
Reference Books									

1	The Pyramid Principle: Logic in Writing and Thinking by Barbara Minto (Essential for structuring business reports and presentations for executives).
2	Good Strategy Bad Strategy: The Difference and Why It Matters by Richard P. Rumelt (Helps in diagnosing the core of a business problem).
3	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries (For its iterative approach to problem-solving and validation).
4	Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown (Focuses on a human-centered approach to problem-solving).
5	The Mom Test: How to Talk to Customers & Learn If Your Business is a Good Idea When Everyone is Lying to You by Rob Fitzpatrick (A practical guide to effective customer interviews).
6	Storytelling with Data: A Data Visualization Guide for Business Professionals by Cole Nussbaumer Knaflic (Crucial for the presentation and reporting phase).
7	HBR's 10 Must Reads on Making Smart Decisions by Harvard Business Review (Provides frameworks for evaluating strategic options).
8	Getting to Yes: Negotiating Agreement Without Giving In by Roger Fisher and William Ury (Useful for stakeholder management and gaining buy-in).
9	Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs by John Doerr (Helps in defining success metrics for proposed solutions).
10	Action Research: Principles and Practice by Peter Reason and Hilary Bradbury (Provides the theoretical underpinnings of the course).
11	Case Interview Secrets: A Former McKinsey Interviewer's Guide by Victor Cheng (Excellent for learning structured problem-solving frameworks).
ICT/MOOCs Reference	
1	Coursera: Action Research: A Practical Guide — University of California, Davis
2	Udemy: Action Research for Social Change & Organizational Insight — Research Skill Builders

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO1	3	3	2	2	2	1	2	3	3	3	2	1
CO2	3	3	2	2	2	1	2	2	3	3	3	1
CO3	3	3	3	2	2	2	3	2	3	3	3	2
CO4	2	2	3	2	3	2	1	1	3	3	2	2